

# Get Acquainted With The Street Address Directory

(the pink pages of the subscribers edition)

The most complete analysis of locations ever compiled for this area. This section of your Criss Cross Directory, combined with the Alphabetical section, is an unbeatable information team. This is your key to increased sales, improved collections and more efficiency in every department of your business!

## HERE ARE A FEW SUGGESTIONS:

- 1. FOR INCREASED SALES** — Concentrate on individuals with buying power. The Alphabetical and Street Address listings make it easy to analyze buying power by checking occupations, employment connections, marital status, whether home owner or resident, and type of neighborhood.
- 2. SALESMEN'S REPORTS** may easily be checked through the Street Address Directory, so that you may know each salesman's method of working and can offer constructive criticism. Furthermore, in assigning territories you know in advance who lives at each address and also what residents have phones and who are home owners.
- 3. IF YOUR BUSINESS SERVES A NEIGHBORHOOD AREA** the Street Address Directory gives you the names and phone numbers of every householder in your area. These people are your neighbors and should be your customers. Those living next door to a customer are always good prospects. A good customer talks—they are proud of their purchases. An inexpensive sales campaign either by direct mail, telephone or personal contact should result in new customers.
- 4. CREDIT AND COLLECTION WORK** is simplified by use of the Criss Cross Directory. Credit information can be quickly checked. "Skips" can be traced more easily due to the completeness of information given. Someone in the neighborhood usually knows where the person has moved or where he is working. The entire neighborhood can be contacted by use of the Street Address Directory. All people with the same last name may be contacted by use of the Alphabetical section. Complete telephone information in both sections for quick contacts!
- 5. DIRECT MAIL ADVERTISING** whether on a large scale or confined to neighborhoods can be tailored to your exact needs. Your lists can be made to order and beamed to special income groups, specific occupational groups, married people, home owners, business owners or to specific neighborhoods.
- 6. DELIVERIES** can be made more certain and more efficient. Very often sales slips are hurriedly written or information is not complete. Use the Street Address Directory to route deliveries. Intersecting streets are shown so that you can tell at a glance the quickest way to get there!
- 7. PERSONNEL WORK**—The Directory can greatly aid personnel work. It will help locate former employees, check information on new applicants, correct your employees record file, locate relatives in case of accident.

**KEEP YOUR DIRECTORY ON THE JOB! EVERY DEPARTMENT OF YOUR BUSINESS SHOULD HAVE A COPY OF THE CRISS CROSS DIRECTORY FOR READY REFERENCE**

**SALES — CREDIT — COLLECTIONS — DELIVERY — ADVERTISING — PERSONNEL — PURCHASING — EXECUTIVE — CLAIMS OR ADJUSTMENT — GENERAL OFFICE, ETC.**

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